

Gimbel Brothers Store Opens at 9 Gimbel Brothers For Tomorrow—Thursday Gimbel Brothers Store Closes 5:30 Wednesday, October 8, 1919.

Gimbel Subway Store's 17th Birthday Sale

The guest gives the honor of his presence and charm of his wit to a feast, but the feast is provided by the host. We have made this Gimbel Subway Store useful and necessary to Philadelphia with its

Complete Stocks of Moderate-Price Goods

And the many special lots that are possible in medium priced goods. So this birthday celebration shall run true to form and we are giving—A Week of Bargain Feasts

Women's and Misses' Smart Winter Suits at \$28

Mostly Samples: Many With Fine Collars
A substantial saving on every suit. And a suit is a necessity this season. These of silvertip in the fashionable colors of chestnut brown, Pekin blue and navy. With deep closely fitting collars of sealene.
And suits without fur collars. All in newest models. Silk lined coats. For misses 14 to 18 years. Women's sizes 36 to 44.

The Sale of Girls' Coats at \$7.75 is a Wonder

Wonderful coats—wonderful values. Choose from cheviots, zibelines and fancy mixtures. Panel back and gathered back. Colors of Pekin blue, seal or chestnut browns, green, navy and burgundy. Self material collars or collars of fur cloth.
Sizes 6 to 14 years. Buy the winter coat now—and save substantially.

A Purchase of 263 Skirts To Sell at \$3.85 Save Largely

Everyone can use a new separate skirt to advantage! These of serge, silk-and-cotton poplins and plaid fabrics. Smart models—mostly threes and fours of a style. Black and navy. Regular and extra sizes. Sale priced at \$3.85.

1500 yds. of Velveteen to be Sold at \$1.38 a yard

Newest shades—both light and dark colors. This velveteen is priced a third under present value, at \$1.38 a yard.

Charmeuse Satin and Crepe Meteor at \$2.90 a yd.

Very popular for Fall wear. An excellent selection of colors. 40 inches wide. Save a dollar on every yard, at \$2.90.
Satin Messaline, 35 inches wide, all colors, light and dark, but not in black, special at \$1.85.

Odds and Ends of Silver-plated Table Flatware

Knives, at 30c.
Forks, at 25c.
Tablespoons, at 25c.
Dessert Spoons, at 25c.
Teaspoons, at 10c and 12c.
Sugar Shells, at 10c and 12c.
Butter Knives, at 25c.

Apron Gingham at 20c a yard

A purchase we made just for this Anniversary Sale. All the wanted checks, pure indigo blue. None sold to dealers. Special at 20c yard.
36-inch Mercerized Poplin, at 35c yard
A fine choice of colors. At this price—35c yd., the saving is about a third.

Great Anniversary Blanket Sale

Savings Run from a Fourth to a Third on Present Valuation

1000 pairs of wool-finished (cotton) Blankets. Full double-bed size. Neatly bound with mohair. Heavy quality. This lot contains plaid in all colors—also white, gray and tan. Your choice, at \$6.95 a pair.

A limited lot of Woolen Blankets. Full size. Neatly finished with pink or blue borders, mohair bound, at \$6.95.

Clearance of mill-soiled Wool-finished Blankets. Double-bed size. Colors are gray, tan and white. Various whipped and mohair bound edges. Save \$1.05 on each pair. While the lot lasts, \$3.95.

A limited lot of 150 pairs of full-bed size Plaid Blankets in the wanted block design. Neatly mohair bound. Colors are pink, blue, gray and tan. Special, \$6.50 a pair.

Staple Cotton Blankets in white and gray. Very desirable to use as cold weather sheets. Priced at six months ago prices. Various single and double-bed sizes. At \$2.50, \$2.95 and \$3.25 a pair.

250 pairs of extra-size white Woolen Blankets. Weight six pounds to the pair. Size 72x90 in. Mohair binding. Save \$2.50 on each pair, at \$10.

Woolen Blankets, at \$8.75 a pair. Choice of mohair or colored silk binding. Double-bed size. Special at \$8.75 a pair.

500 Silkoline-Covered Comfortables in most wanted colors. No borders. Various single and double-bed sizes. Special at \$2.45 and \$3.45.

Clearance of heavy winter-weight Comfortables. Silkoline-covered. Various tufted and scroll stitched. Special, \$3.75 and \$3.95 each.

Sample lot of high-grade Wool, Down- and Cotton-filled Comfortables. Save up to one-half, at \$6.95, \$7.50, \$8.50 and \$8.75. Quantity limited.

500 Crochet Bedspreads. Double bed size. Effective Marseilles patterns. Save one-fourth and more, at \$1.95, \$2.65 and \$2.95.

A Clean-up of 1000 Scarfs, Centrepieces and Lunch Cloths at Various Low Prices

Filet lace-trimmed. Buy for Christmas, it's not too soon!
Scarfs—18x36, at \$1.50; 18x45, at \$1.65; 18x54, at \$1.75.
Centrepieces—24x24, at \$1.25; 30x30, at \$1.65; 45x45, at \$2.75.
Lunch Cloths—54-inch, round, at \$4. All trimmed with filet lace.

Save a fourth or a third at these low prices.

Men's Silk Shantung Shirts at \$2.65

Pongee-color silk Shantung Shirts, with attached collar. Limited quantity—enough for tomorrow's selling. Sizes 14 to 17.

Men's Open End Ties at 65c

Open end four-in-hand ties, new up-to-date colors; specially priced.

Boys' Clothing:

Excellent Quality Exceptional Values

Another group of savings in the Anniversary Sale.

At \$2—Boys' Knickerbockers—Heavy weight lined cheviots, 7 to 16 years.

At \$2.50—Boys' Wash Suits—for Fall wear. Plain colors and combinations, 3 to 10 years.

At \$3.90—Boys' Junior Suits—Corduroys and cheviots, sizes 3 to 8 years.

At \$6.90—Boys' School Suits—Norfolk styles, lined throughout, all sizes, 7 to 17 years.

At \$10.50—Boys' Norfolk Suits—cheviots and cassimeres, with extra pair of lined knickers, 7 to 18 years.

At \$12.50—Boys' Overcoats—Specially priced. Heavy warm cloths, good models, 11 to 18 years.

1600 Lace Curtains at 55c each Save a Third

A mill clearance of these handsome Novelty Net Curtains; all are 2 1/2 yards long and all match in pairs. Special at 55c. None sold to dealers.
500 pairs of Irish Point Lace Curtains, worth 25% more. They are 2 1/2 yards long, beautiful applied borders, mounted on excellent quality bobinette. Specially priced, \$3.95 to \$8.95 a pair.

Georgette Waists

Embroidered Beaded Lace-Trimmed Collarless Styles Square neck Round neck Long Sleeves—Three-quarter Sleeves

\$5
Save Close to Half

Pink White Blau Navy blue Brown Taupe Henna Coral Black And two-color combinations

Children's Coats at \$6.95 to \$13.75

All-wool materials—velours, silvertone, zibeline and cheviot; warmly lined; 2 to 6 years, at \$6.95 to \$13.75.

C. B. a la Spirite Corsets at \$2 to \$3.50

Comfortable—Stylish—Models to fit every kind of figure. At \$2 to \$3.50.

Manchurian Fur Neck-Pieces With Enormous Fox "Brushes"

Anniversary Sale-Priced **\$39.75**
Big, broad animal Scarfs that hang 'way down! Black, Lucile and taupe colorings.
Fox Sets Sale-Priced \$49.75
Lucile and taupe colorings. Animal scarf. Big, fluffy muff.
Marmot Coats, at \$159
Rich, becoming brown fur. 36 inches long. gorgeously silk-lined.
Fur Collars at \$8.75 : Half-Price
Mostly Marmot fur. A few kit-coney and black-coney collars, besides.



7000 Pairs of SHOES—Subway Anniversary Sale

\$3.95	\$3.95	\$4.90	\$5.90	\$4.90	\$3.95	\$4.90	\$5.90
Women's Stylish Fall Shoes \$3.95	Women's Stylish Fall Shoes \$4.90	Women's Stylish Fall Shoes \$5.90	Patent Leather; Gun-Metal; Tan and Gray Kid. High and Low heels.	Some in growing girls' sizes. Patent Leather; Gun-Metal; Tan and Gray Kid. Some have cloth tops. Newest. Welted and turned soles; high curved and military heels. Gray Kid; Tan Kid; Black Kid; Patent Leather with gray buck tops; Brown Kid with brown cloth tops.	GIMBELS		

Thousand and Five Hundred Pairs of Men's Shoes at \$5.90

Less than other stores pay—as little as we must pay on re-orders. Dark Tan and Gun-metal Calfskin, attractive English last; also a popular broad toe. Welted soles of leather. Some have rubber heels. Sizes 6 to 11.
This sale is worthy the Subway Store's Seventeenth Anniversary.

Saving of \$2 to \$3 on a Pair of Shoes is Worth While

Large additional selling space—
And the Regular Subway Store Shoe Section.
Large additional selling force—thoroughly familiar with the shoes and trained in careful selling.

For Women's Shoes—Aisle West from Central Elevators.
For Men's Shoes—extra space adjoining Regular Section.

GIMBEL BROTHERS
Market : Chestnut : Eighth and Ninth

Subway Store Sale of Men's and Young Men's New

Fall and Winter

Overcoats at \$23.50

Months ago several clothing manufacturers promised to let us have their advance OVERCOAT SAMPLES—and here they are—at \$23.50. And you—

Save a Third

OVERCOATS for business or for dress wear.

Models:— Single- or Double-breasted. Soft Roll. Box-back style. Form-fitting. Semi-fitting. Velvet or Self Collars. Patch Pockets or Flap Pockets.

Colors:— Blues. Oxford Grays. Browns. Grays. Mixtures. Fancy and novelty effects. Fancy Coatings.

Materials:— Cheviots. Soft-finished Mixtures.

Most of these OVERCOATS have satin sleeve and shoulder lining; patch pockets. Some are full lined, others skeleton lined.
Just the kinds that up-to-date young men like to "sport."
And again—others that men of quiet tastes prefer.

The Finest Collection of Overcoats We Have Ever Had on Sale in the Subway Store, at

\$23.50

—Gimbels, Subway Store